

For immediate release

07 April 2009

Mazda Marches Forwards to Record Market Share

- Best-ever share of the UK retail market of 3.1 percent last quarter for Mazda in the UK
- Mazda springs healthily into 2009 with its strongest overall market share up from 2.3 percent to 2.5 percent
- Attractive 0 percent finance offers on the whole range for the first time.

With a record share of the UK retail market, the imminent launch of the all-new Mazda3 next month and a revised Mazda MX-5 on sale now, one of the few places in the UK car industry where the bosses still smile is Mazda UK.

“We’ve bucked the trend of gloom and despair that you can see throughout the industry at the moment,” said Jeremy Thomson, Managing Director Mazda Motors UK. “January and February were the best start we have had to a year in terms of market share and we continued that trend in March,” Mr Thomson added.

Mazda’s share of the retail market was 3.1 percent in the last quarter, up from 2.7 percent a year ago. Share of the overall market was 2.5 percent, up from 2.3 percent last year. “One of the keys to doing business in tough times is making the most of every opportunity,” commented Mr Thomson. Used car sales have also been buoyant since the start of the year and with Mazda’s ever-increasing customer base, dealers are finding parts and accessories business is a healthy revenue stream for them.

“In 2001 when Mazda UK was formed our market share was just 0.6 percent so we are entering our 2009 financial year as a company with eight years of continuous growth behind us,” highlights Thomson.

Success at the beginning of this year has been helped by new finance arrangements with Mazda’s new credit company Santander. “We go into April with 0 percent finance offers not just for the first time on Mazda2 but also across the whole range,” said Mr Thomson. “Using Santander for our financing gives us and our dealers a real competitive advantage.”

Judging by the trade-ins the 157-strong dealer network takes, new retail and fleet customers are switching to Mazda almost on a daily basis. “Once we get a customer we tend to keep them. Our customers are very loyal and we are getting on to significantly more company user-chooser lists because Mazda6 and Mazda3 are very credible choices for fleet drivers,” Thomson adds.

Mazda Motors UK LTD

Riverbridge House, Anchor Boulevard, Dartford, Kent, DA2 6SL
Tel: +44 (0) 01322 622 713 | Fax: +44 (0) 01322 622 700
info@mazda-press.co.uk | www.mazda-press.co.uk

** Mazda sold 7,734 cars in March for an overall market share of 2.5 percent, up from 2.3 percent in March 2008 when sales were 10,355. The overall UK market was down by 30 percent in March at 313,900 according to figures from the SMMT. In the first three months of the year, Mazda's sales totalled 12,320 for an overall market share of 2.6 percent. Sales in the corresponding period last year were 16,057.*

- Ends -

For all the latest news from Mazda UK please visit www.mazda-press.co.uk
For further information please contact one of the following:

Graeme Fudge, PR Director

T: 01322 622 691 or M: 07702 666 886 or via E-mail: gfudge@mazdaeurope.com

Samantha Williams, PR Manager

T: 01322 622 637 or M: 07785 518 558 or via E-mail: sjanewil@mazdaeurope.com

Ref: 070409N

57409/070409

Mazda Motors UK LTD

Riverbridge House, Anchor Boulevard, Dartford, Kent, DA2 6SL
Tel: +44 (0) 01322 622 713 | Fax: +44 (0) 01322 622 700
info@mazda-press.co.uk | www.mazda-press.co.uk